

Potential INTO University Partnerships for Expansion

[Dashboard](#)

Executive Summary

- INTO University Partnerships is aiming to find institutions that fit a set of criteria (mentioned in the INTO University Live Brief) to expand its current portfolio and global footprint in the United States as part of recruiting international students through their recruitment partners.
- California and Texas are within the top three states where Asian and African international students tend to be attracted to for undergraduate studies and therefore are likely to contain institutions suitable for potential partnerships.
- By using survey data from the Integrated Postsecondary Education Data System (IPEDS) database, the trends in international student enrollments and admissions along with characteristics of the institutions themselves can be used as indicators as to whether they could be considered suitable partnerships.

Asian and African Markets have shown highest growth in Internationals

The Asian and African source markets have been growing the most rapidly for international study [since 2020](#) and therefore may be ideal to focus on when considering potential institution partnerships. By using the [SEVIS Data Mapping Tool](#), a web-based tool for showing visual trends in international students studying in the US, one can see that California and Texas are consistently within the top three states where international students from Asia (including the Middle East) and Africa are attracted to for undergraduate study since 2014.

Institutions were filtered according to whether they meet the given set of criteria set out in the INTO University Live Brief. This includes institutions:

- Offering undergraduate programs and those including 4-year-long courses for those who do not meet the English-language requirements.
- With more than 1,000 students enrolled for credit.
- Offering a range of undergraduate courses i.e. non-specialized institutions
- Are currently active as of 2020.

Institutions in California were further filtered according to whether the percentage of international students enrolled in at least one year (from 2014-2020) was equal to or above the percentage benchmark ([16%](#)). This was repeated for institutions in Texas ([4%](#)).

The institutions were selected according to their trends in international student enrolment. Potential institutions were considered for the top five if:

- An institution has had a decline in either the total number of international students or has had a percentage decrease in international students for at least 3 years.
- Has an average annual total cost of attendance below the mid-price point (median) of the respective state.

The remaining 15 institutions were selected regardless of their year-by-year pattern of international student enrollment whether they were above or below the state price-midpoint.

This allows for consideration of institutions where international students may be less concerned with affordability.

These Top 5 Institutions may be ideal for Partnerships.

California

Westcliff University

Foothill College

Texas

The University of Texas at Arlington

The University of Texas at El Paso

The University of North Texas